

Healthy Holyoke

Mass in Motion 2013 Community Report

About Healthy Holyoke, a Program of the Holyoke Board of Health

Healthy Holyoke works locally to increase opportunities for Holyoke residents to eat better and move more in the places they live, learn, work, and play. Holyoke is among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

Priority Initiatives

- Safe Routes to School – making safe, walkable routes to school
- Healthy Markets – offering healthier options at neighborhood convenience stores
- Farmers' Markets – making local produce affordable and accessible (delete?)

Accomplishments

- **4 schools** are in the Safe Routes to School Initiative, up from 2 schools in the previous year
- **4 convenience stores** participate in the Healthy Markets initiative
- **3 farmers' markets** now accept WIC/SNAP in Holyoke

Quote

"Our new Walking School Bus is a strong example of interdepartmental cooperation, which has increased attendance and physical activity among Holyoke's most vulnerable students." Matt Lustig, Coordinator, Healthy Holyoke

Obesity Rate: 23.6-45%

Mass in Motion Activity in Holyoke (Page 3)

Success Story

- Kelly Full Service Community School, located in South Holyoke, one of the City's poorest areas, has a new Walking School Bus thanks to the dedicated work of Principal Jackie Glasheen, Project Manager Rebecca Masters, and Healthy Holyoke, along with the assistance of DPW and Holyoke Police. Now up to 20 students have joined the walking bus. Absence and tardiness has decreased by 70% among these students compared to 2012. DPW repaired and installed sidewalks and crosswalks along the route. Kelly School was awarded \$5,000 from the Holyoke Food & Fitness Policy Council to support the walking school bus.

Healthy Eating Highlights

- Created Holyoke Healthy Bodegas program, with 4 bodegas participating. \$4,500 leveraged from HFFPC helped build capacity in these stores to make positive changes in their stores to increase the availability and accessibility of fresh produce.
- Sponsoring the services of an AmeriCorps VISTA to serve as the Healthy Retail Coordinator and manage the Holyoke Healthy Bodega Program.
- The Fruit and Vegetable Prescription Program was a great success in 2013; HHC BMI data revealed that the 30% of participants had a decrease in BMI. The program provides prescriptions for families participating in the Holyoke Health Center's Healthy Weight Clinic redeemable for fruits and vegetables at the Holyoke Farmers Market.

Active Living Highlights

- The Holyoke Bicycling and Pedestrian Committee was created by an act of the City Council, including two City Councilors, the Mass in Motion Coordinator, City Engineer, Director of Planning and Economic Development, Fire Department representative, Mayor's Office, Office of State Representative Aaron Vega, Holyoke YMCA and 5 community representatives.
- The Holyoke Downtown Pedestrian Plan was prepared by WalkBoston and Bicycling in Holyoke-A Needs Assessment, was prepared by MassBike.

Mass in Motion (Page 4)

Community Partners – Working Together in Holyoke

Holyoke Health Center, Holyoke Medical Center, Greater Holyoke YMCA, Holyoke Public Schools, Sodexo School Services, Enlace De Familias Resource Center, Providence Ministries, Holyoke/Chicopee WIC Program, Holyoke Food and Fitness Policy Council, Holyoke Community College, State Representative Aaron Vega, Holyoke Department of Public Works, Holyoke Mayor's Office, Holyoke Department of Planning and Economic Development, Holyoke Board of Health, Holyoke Parks and Recreation, Holyoke Chamber of Commerce, Rachel's Table, The Food Bank of Western Massachusetts, Holyoke Head Start, River Valley Counseling

Contact Information

Matt Lustig, Coordinator
Healthy Holyoke
lustigm@holyoke.org
413-322-5595